

# Greater Lansing Regional Committee for Stormwater Management

## Public Education Plan



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BY CITY OF LANSING

### TABLE OF CONTENTS

INTRODUCTION .....	1
REQUIRED ELEMENTS .....	1
PUBLIC EDUCATION PLAN IMPLEMENTATION .....	2
Activity 1 .....	2
Activity 2 .....	3
Activity 3 .....	3
Activity 4 .....	4
Activity 5 .....	4
Activity 6 .....	5
Activity 7 .....	6
Activity 8 .....	6
Activity 9 .....	7
Activity 10 .....	7
Activity 11 .....	8
Activity 12 .....	8
Activity 13 .....	9
Activity 14 .....	9
Activity 15 .....	10
Activity 16 .....	10
Activity 17 .....	10
Activity 18 .....	11
Activity 19 .....	12
Activity 20 .....	12
Activity 21 .....	13
Activity 22 .....	13
Activity 23 .....	14
PLAN FOR EVALUATING IMPACTS .....	14
APPENDIX A: PUBLIC EDUCATION PROGRAM COMMITTEE AND PERMITTEE ACTION PLAN .....	16
APPENDIX B: EVALUATION MECHANISMS FOR PUBLIC EDUCATION PLAN .....	23

## INTRODUCTION

This Public Education Plan (PEP) was prepared for the communities within the Greater Lansing Region to comply with Phase II Storm Water National Pollutant Discharge Elimination System (NPDES) General Watershed Permit requirements and to assist with the watershed management planning process. This is a concise document for members and the Public Education Program Committee to work from throughout the current permit cycle (2008-2013).

The original PEP was completed in 2003 and updated in 2006; this current version of the PEP will be submitted to MDNRE with the Stormwater Pollution Prevention Initiative on July 1, 2011 as described in the Certificate of Coverage. The PEP was written for all GLRC members, educating on a regional and watershed level. However, each permittee will take their specific watershed and community characteristics into consideration throughout PEP activity implementation. Where applicable each member has included their specific individual efforts throughout the document below.

Permittees, GLRC members participating in the PEP are as follows:

City of DeWitt	Lansing Charter Township
City of East Lansing	Meridian Charter Township
City of Grand Ledge	DeWitt Public Schools
City of Lansing	Lansing Public Schools
City of Mason	Clinton County
Delhi Charter Township	Eaton County
Delta Charter Township	Ingham County
DeWitt Charter Township	Michigan State University

Associate GLRC members include: Windsor Charter Township and Oneida Charter Township.

### A. REQUIRED ELEMENTS

The PEP follows the format recommended by the Michigan Department of Natural Resources and the Environment (MDNRE) and includes the nine topic areas required in the permit.

*An adequate PEP will implement a sufficient amount of educational activities to ensure that the targeted audiences are reached with the appropriate message(s) for the following topics:*

- (1) *Responsibility and stewardship in their watershed*
- (2) *The connection of MS4 catch basins, storm drains, and ditches to area waterways, and the potential impacts these could have on the surface waters of the state*
- (3) *Public reporting of illicit discharges or improper disposal of materials into MS4s*
- (4) *The effects and need to minimize the amount of residential or noncommercial wastes discharged into MS4s, including:*
  - *Preferred cleaning materials and procedures for car, pavement, and power washing*

- *Acceptable application and disposal of pesticides, herbicides, and fertilizers*
  - *Proper disposal practices for grass clippings, leaf litter, and animal wastes that get flushed into MS4s and the surface waters of the state*
- (5) *The availability, location, and requirements of facilities for disposal or drop-off of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids*
  - (6) *For property owners with septic systems, the proper septic system care and maintenance, and how to recognize system failure*
  - (7) *The benefits of using native vegetation instead of non-native vegetation*
  - (8) *For permittees with riparian land owners, methods for managing riparian lands to protect water quality*
  - (9) *Additional pollutants unique to commercial, industrial, and institutional entities as the need is identified.*

## PUBLIC EDUCATION PLAN IMPLEMENTATION

Activities listed here correspond directly with the topic areas 1-9 for compliance. Appendix A is part of the watershed action plan table that details the activities below and additional public education activities including a time line, costs and general evaluation mechanisms. More detailed evaluation mechanisms are listed in Appendix B.

<b>Activity No. 1:</b>	Heighten visibility and promote school water resource monitoring.
<b>Topic Area #:</b>	1
<b>Target Audience:</b>	Municipal council or board, school officials and residents in Tri-County Region.
<b>Messages:</b>	Although water quality has improved, pollutants remain in the water through nonpoint source pollution.
<b>Description:</b>	Presentations to city councils, township administrators and school boards encouraging participation in Project GREEN. Contact teachers currently participating in Project GREEN. Prior to presentations, issue press releases to heighten visibility. Coordinate presentations with city and township staff, Mid-Michigan Environmental Action Council, General Motors, teachers and students.
<b>Timetable:</b>	Follow Project GREEN timetable, which includes Spring and Fall field trips. Communication with Project GREEN is ongoing.
<b>Responsibility:</b>	City of Lansing The GLRC Habitat & Recreation Committee has developed an existing partnership with Project GREEN. We continue to partner on efforts regarding monitoring, student participation, etc.

**Activity No. 2:** Tributary signage at municipality's road and river crossings.

**Topic Area #:** 1

**Target Audience:** Drivers, passengers and citizens

**Messages:** Connection to the river. "You are in the Grand River, Red Cedar River or Looking Glass River Watersheds".

**Description:** Signs have been placed at roadway/river crossings identifying the Grand River, Carrier Creek, Red Cedar River, Sycamore Creek, Mud Lake Drain and Looking Glass River Watersheds.



**Timetable:** 97 signs have been purchased and erected in the watershed. City of Lansing is working to identify locations within the City Limits and erect 15 signs in the Grand River Watershed and 15 signs in the Red Cedar Watershed the signage.

**Responsibility:** City of Lansing.

**Activity No. 3:** Display Illicit Discharge Educational Materials including hot line for reporting illicit discharges and/or illegal dumping, etc.

**Topic Area #:** 3

**Target Audience:** Communities and citizens

**Messages:** How to recognize and report illicit discharges and other improper disposals into the storm sewers.

**Description:** Information about illicit discharges, illegal dumping or other pollution and how to report such activities is posted on the GLRC website. Each community's number and the state hotline number

are listed. City of Lansing has listed the City's emergency reporting numbers on our website, and has an online complaint form. The Web pages showing the contact numbers and complaint form are shown in Appendix C.

**Timetable:** Currently in place, ongoing activity.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 4:** Distribute existing brochures and implement other incentives to encourage citizens to properly dispose household hazardous wastes and used motor vehicle fluids.

**Topic Area #:** 2, 4, 5

**Target Audience:** Communities and citizens

**Messages:** Harmful products can enter the river if not disposed of properly

**Description:** Distribute existing brochures, and develop and distribute brochures to the entire watershed. GLRC Brochures are available for download on the GLRC Web page, shown in Appendix D.

Posters and brochures regarding used motor oil (vehicle maintenance), car washing, pet waste, and fertilizer use have been developed and distributed throughout the Grand, Red Cedar, and Looking Glass River watersheds. They are also available for download on the GLRC Web page.

The following brochures are available at the City of Lansing's Operation & Maintenance Division Office, and can be downloaded from the Division's Website. Many are also made available in City Hall and area community centers:

- [2010 Household Hazardous Waste Collection Information](#)
- [Rechargeable battery recycling locations](#)
- ["Hard To Recycle" Items, Mercury Collection Information](#)
- [Unwanted medicines/Pharmaceutical Collection Information](#)
- [Construction/Demolition/Remodel/Reuse & Recycling Information Sheet](#)
- [Appliance Recycling](#)
- [Compact Fluorescent Light Bulb Information Sheet, Polystyrene Information Sheet](#)
- [Propane Tank Recycling Information](#)
- [Automobile Fluids Recycling Information](#)
- [Mid Michigan Reuse It Network](#)
- [A Remedy For Residential Drug Disposal](#)
- [Waste Reduction Tips](#)
- [Cleaner Choices, Alternative Cleaners](#)

The following brochures are available at the City's Operation & Maintenance Division Office:

- New American Yard

- Greensheet

The following brochures are available at the Engineering Division Office:

- Do You Know Your Watershed?
- Greensheet
- Battery Recycling Update
- Go Green Personal Pledge

The following brochures are available at the Wastewater Division Office:

- Do you Know your Watershed?
- Increase Awareness to keep Michigan Clean!

**Timetable:** Currently in place, ongoing activity

**Responsibility:** **City of Lansing** in cooperation with GLRC.

**Activity No. 5:** Publish a series of articles on public responsibility and stewardship.

**Topic Area #:** 1, 2, 3, 4, 5, 6, 7, 8

**Target Audience:** Communities and citizens

**Messages:** To inform the public of GLRC efforts and the Municipality's goals; household hazardous waste; lawn and garden care; car washing and maintenance; illicit discharge and illegal dumping; and stewardship and volunteer opportunities.

**Description:** Continue to publish the series of articles for publication in the local newspapers, newsletters or websites. Coordinate efforts between city and township administrators and local media. Articles developed include:

What is a watershed	Pet Waste
Riparian Areas	Storm Vs. Sanitary Sewer
Who/What is the GLRC	Car Washing Article
Onsite Septic System	Adopt Your Catch Basin
Fertilizer	Illicit Discharge
Vehicle Maintenance	Wetlands

All articles are published on the GLRC website including links for more information for riparian land owners, recycling and local household hazardous waste. The GLRC navigation Web page is shown in Appendix D. The City of Lansing is working to post these articles on our City Website.

**Timetable:** Members are requested to publish the entire series annually.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 6:** Distribute educational materials about septic tank maintenance and travel trailer sanitary waste disposal. Support Eaton and Ingham County efforts regarding Point/Time of Sale inspections for septic systems.

**Topic Area #:** 5, 6

**Target Audience:** Communities and citizens

**Messages:** Leaking septic tanks and improper disposal of waste can affect water quality and wildlife habitat.

**Description:** Continue to distribute and post on GLRC website existing materials discussing harmful effects of leaking septic tanks and proper maintenance guidelines. Maintain the link from GLRC website to information from local health departments. Publish news article for septic systems. The City of Lansing requires houses with septic service to connect to sanitary sewer when it is available to the property. Septic tanks are allowed in areas with no sanitary sewer service.

**Timetable:** Currently in place, ongoing activity. News article should be published annually.

**Responsibility:** **City of Lansing** in cooperation with GLRC.

**Activity No. 7:** Work with local Adopt-A-River programs to remove trash and debris from river.

**Topic Area #:** 1, 8

**Target Audience:** Communities and citizens

**Messages:** Bring awareness and ownership of the river to citizens through clean up efforts.

**Description:** Continue to work with local participating organizations to promote and participate in Adopt-A-River program activities. Continue to advertise and volunteer at local Adopt-A-River programs in regional and community newsletters. The City of Lansing supports the program by staffing the Go Green Initiative booth at the event and advertising it in the Green Sheet, and on the City's Go Green and Recycling websites. This event is held every year in April and September.

**Timetable:** Continue semi-annual program participation for existing programs.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 8:** Collaboration with the local agricultural community.



<b>Topic Area #:</b>	1, 7, 8
<b>Target Audience:</b>	Communities, citizens and agricultural community
<b>Messages:</b>	Bring education and awareness to backyard conservation techniques.
<b>Description:</b>	Continue to partner with NRCS and local Conservation Districts to incorporate annual community meetings on water quality friendly agricultural practices. Topics include best management practices for agricultural operations to reduce pollution. Continue to post educational materials on GLRC website. The City of Lansing participates in this activity through its membership in the GLRC and committee participation.
<b>Timetable:</b>	Continue and increase correspondence during the current permit cycle.
<b>Responsibility:</b>	City of Lansing in cooperation with GLRC.
<b>Activity No. 9:</b>	Educate local businesses about environmental friendly practices.
<b>Topic Area #:</b>	1, 2, 4, 9
<b>Target Audience:</b>	Local businesses
<b>Messages:</b>	Local businesses can operate in an environmental friendly way, reducing pollution and protecting water quality.
<b>Description:</b>	<p>Work with local businesses to identify companies that conduct their business in an environmentally responsible way. Mid-MEAC and chamber or commerce are good starting points. Develop educational information for businesses. Continue to link GLRC website to local Health Department Restaurant Inspection information including reduction of fats, oils and greases in the sewers. The City has the Go Green Business Pledge whereby businesses can become a Go Green Business. <a href="#">Granger</a>, <a href="#">Greater Lansing Convention and Visitors Bureau</a>, <a href="#">Lansing Board of Water &amp; Light</a> and <a href="#">Lansing Community College</a> are pledge partners.</p> <p>Business members pledge to:</p> <ul style="list-style-type: none"> <li>• Improve their bottom line by reducing waste and utility costs</li> <li>• Promote and encourage environmentally conscious business practices in the Lansing region</li> <li>• Support a healthy environment for thier customers, employees, and community</li> <li>• Provide a cleaner and safer environment for employees and customers</li> </ul> <p>In return, Go Green! will provide:</p> <ul style="list-style-type: none"> <li>• A Go Green! Business Pledge sticker for their window</li> </ul>

- A listing on Go Green! website
- Go Green! Monthly Newsletter

The following businesses are currently pledged: A. Lee Townsend, DDS, PC, [Absolute Gallery](#), [Adecco](#), Ahptic Flim and Digital, [AKT Peerless Environmental Services](#), Aldinger, Inc., [Allen Neighborhood Center](#), [All-of-us Express Children's Theatre](#), All Serve Reality, Android Industries, LLC, [Baron's Inc.](#), [Bella Blu Boutique](#), [Big Brothers Big Sisters Michigan Capital Region](#), Blimpie, [C2AE](#), [Candlewood Suites](#), [Capital Area Distric Library](#), Capital Area Michigan Works!, Capital City Books & Magazines, [Capital Region Community Foundation](#), [Capitol Macintosh](#), [CATA \(Capital Area Transportation Authority\)](#), [CB Richard Ellis/Martin](#), [CDM Michigan, Inc.](#), [C.H.I.L.L. \(Creating Hope in Lansing Lives\)](#), [Ciesa Design](#), [Clem's Collectibles](#), [The Christman Company](#), [Commercial Blue Print, Inc.](#), Cornell-Baldwin Interiors, [Cottage Inn Pizza](#), [Crutchall Resource Recycling](#), [Dart Container Corporation](#), [Davenport University](#), DBI, [Dean Transportation, Inc.](#), [DeHaven Real Estate Company](#), Department of Corrections - Central Office, Dewpoint, Dollar Deal, [Donovan & Smith Marketing and Media, Inc.](#), Downtown Smoking Club, Downtown Subs & Salads/New York Burrito, [Downtown YMCA Wellness Center](#), Dr. Curt McDaniel Chiropractic, [The Draft House](#), [DTN Management](#), Dykema, [East Lansing Food Co-Op](#), [East Lansing Marriott](#), [ENTRIX, Inc.](#), [F.D. Hayes Electric Company](#), [Foods for Living](#), [Friedland Industries, Inc.](#), [Gone 2 the Dogs](#), Grace Boutique, [Graff Chevrolet-Okemos](#), [Grand Art Supply](#), [The Granger Group](#), Great Harvest Bread Company, Greater Lansing Convention and Visitors Bureau, [Greater Lansing Housing Coalition](#), Happendance, Inc., [Hobbs & Black Architects](#), [Home Mortgage Source](#), [Impression 5 Science Center](#), [Ingham County Health – Green Building Initiative](#), [Insty-Prints Downtown](#), J.D. Small Studios, [Kellogg Hotel & Conference Center](#), [KI Technology Group](#), [KTM Industries Inc.](#), Lansing Board of Water & Light, Lansing Community College, [Lansing Economic Development Corporation](#), [Lansing Principal Shopping District](#), [Lansing Symphony Orchestra](#), Lansing Upholsternig Services, The Law Office of David A Feinswog, PLLC, [The League of Women Voters of Michigan](#), [Ledy Design Group](#), [The Lenawee Company](#), [LEPFA](#), [Linn & Owen Jewelry](#), [Lockworx](#), Loomis, Ewert, Parsley, Davis & Gotting PC, Mama Bear's LLC, [McNenly Group](#), Meridian Plumbing, Heating, Cooling and Remodeling, [Michigan Environmental Council](#), [Michiganiana](#), [Michigan State University Museum](#), [Michigan Trails & Greenways Alliance](#), [Mill Supplies Corporation](#), Mission Green, [Motion Marketing & Media](#), MSU College of Law - Clinical Programs, [The Nature Conservancy](#), The New Daily Bagel, New York Burrito, [New York Life](#), North Winds Heating and Cooling, Inc., Northtown Neighborhood Association, NTH Consultant Ltd., [Nuthouse Sports Grill](#), [NuUnion Credit Union](#), [October Moon](#), The Office of M.J. Dionise, DDS, PC, [O'Leary Paint](#), [Old Town Commercial Association](#), Pablo's Panaderia, Palace of Jamaica, [Paramount Coffee Company](#), [Perspective 2](#), [PM Environmental Inc.](#), [Preuss](#)

[Pets](#), [Providence Consulting Co.](#), [PSI](#), [PTD Technology](#), [Queue Creative](#), [Radisson Hotel Lansing](#), Rizzi Designs LLC, [Seelye Group Ltd.](#), Self Realization Meditation Healing Centre, [Spartan Printing, Inc.](#), Spotted Dog Café, [St. Vincent Catholic Charities](#), [Stamprite, Inc.](#), [Such Video, Inc.](#), [Superior Services](#), Sustainable Folios, Sutton Advisors, PLC, [Swanson Design Studios](#), [Techmark Inc.](#), [Ted-Dee's Sandwich Shop](#), [Tetra Tech](#), [T.H. Eifert Mechanical Contractors](#), The Therapy Institute, [Thomas M. Cooley Law School](#), [Travelers Club International Restaurant](#), [Two Men and a Truck](#), [University of Michigan](#), Vernadine's Carry Out, [Vesta Building Industries](#), [VisionCare Associates PC](#), [The Wieland-Davco Corporation](#), [Young Bros & Daley](#).

**Timetable:** Begin/continue correspondence during the current permit cycle.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 10:** Develop curb markers and door hangers that state “No Dumping: Flows to Waterways”.

**Topic Area #:** 1, 2, 3

**Target Audience:** Communities and citizens

**Messages:** Bring awareness to the general public that storm drains flow to waterways of the state, to not dump pollutants into the drains.

**Description:** Continue to maintain existing curb markers and door hangers programs throughout the region. Curb Marker/Door Hanger Volunteer Program Instructions are posted on the GLRC website, will be updated as necessary. Having volunteer conduct placement of the curb markers and door hangers helps raise awareness around the community. The City of Lansing makes the markers, door hangers and training available to volunteer groups. Volunteers from Mid-Meac affixed curb markers and distributed door hangers. Also volunteers from Faith Wesleyan Church affixed 91 curb markers and distributed door hangers in the City’s Groesbeck area.

The City’s Industrial Pretreatment Department labels drains and distributes the door hangers in areas where dumpings into the catch basin have been reported. Areas of note are in Frandor after an incident when a local business was discovered cleaning a grease-covered grill over a catch basin, and at a downtown fast food restaurant and a grocery store that were suspected of dumping wash water into the catch basin. The Department also has labeled many catch basins in the downtown area.

**Timetable:** Continue to implement and maintain existing programs in the community.

**Responsibility:** City of Lansing

<b>Activity No. 11:</b>	Continue to and increase activities of the plan to bring awareness to homeowners and citizens regarding pollution prevention.
<b>Topic Area #:</b>	1, 4, 5, 7, 8
<b>Target Audience:</b>	Homeowners and citizens
<b>Messages:</b>	Bring awareness to homeowners and citizens about basic changes they can make to help reduce pollution to the local waterways.
<b>Description:</b>	<p>Summarize existing homeowner education efforts in the watersheds and develop a plan to address the gaps. Continue to promote the news articles, informational brochures and posters that have been developed, the topic include: reducing pet waste, reducing fertilizer use, vehicle maintenance (no dumping oil), and proper car washing methods. See activity 5 for list of news articles. Articles, brochures and posters are available for download on the GLRC Website (See Appendix D).</p> <p>The following brochures are available at the City of Lansing's Operation &amp; Maintenance Division Office, and can be downloaded from the Division's Website. Many are also made available in City Hall and area community centers:</p> <ul style="list-style-type: none"> <li>• <a href="#">2010 Household Hazardous Waste Collection Information</a></li> <li>• <a href="#">Rechargeable battery recycling locations</a></li> <li>• <a href="#">"Hard To Recycle" Items, Mercury Collection Information</a></li> <li>• <a href="#">Unwanted medicines/Pharmaceutical Collection Information</a></li> <li>• <a href="#">Construction/Demolition/Remodel/Reuse &amp; Recycling Information Sheet</a></li> <li>• <a href="#">Appliance Recycling</a></li> <li>• <a href="#">Compact Fluorescent Light Bulb Information Sheet, Polystyrene Information Sheet</a></li> <li>• <a href="#">Propane Tank Recycling Information</a></li> <li>• <a href="#">Automobile Fluids Recycling Information</a></li> <li>• <a href="#">Mid Michigan Reuse It Network</a></li> <li>• <a href="#">A Remedy For Residential Drug Disposal</a></li> <li>• <a href="#">Waste Reduction Tips</a></li> <li>• <a href="#">Cleaner Choices, Alternative Cleaners</a></li> </ul> <p>The following brochures are available at the City's Operation &amp; Maintenance Division Office:</p> <ul style="list-style-type: none"> <li>• New American Yard</li> <li>• Greensheet</li> </ul> <p>The following brochures are available at the Engineering Division Office:</p> <ul style="list-style-type: none"> <li>• Do You Know Your Watershed?</li> <li>• Homeowners Guide to Low Impact Development</li> <li>• Developers Guide to Low Impact Development</li> <li>• Local Government Guide to Low Impact Development</li> </ul>

- Protect your property from flooding, save money, and help the environment using Low Impact Development/Each of us can make Mid-Michigan cleaner and greener
- Greensheet
- Battery Recycling Update
- Go Green Personal Pledge

The following brochures are available at the Wastewater Division Office:

- Biosolids recycling
- Do you Know your Watershed?
- Nature's Way - How Wastewater Treatment Works for You
- Tap into Groundwater Protection
- Restaurant Pollution Prevention
- Increase Awareness to keep Michigan Clean!

**Timetable:** Continue to promote educational materials, ongoing activity.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 12:** Continue to promote educational materials regarding low or no phosphorus fertilizer.

**Topic Area #:** 1, 2, 4

**Target Audience:** Homeowners, citizens, businesses

**Messages:** Bring awareness to homeowners and citizens about using low or no phosphorus fertilizer to help protect water quality.

**Description:** Continue to distribute low or no phosphorus brochures, tip cards, posters and news articles. Provide to businesses and residents. Continue to promote lawn care events and support local businesses that promote phosphorus free fertilizers, like our local Meijer stores. Delhi Township's annual lawncare event and Greener Delta are held yearly and distribute information on environmental-friendly lawn care, using no phosphorus fertilizers and promote native Michigan plants. A City of Lansing representative helped staff a booth at Greener Delta this year.

The following brochures are available at the City's Operation & Maintenance Division Office:

- New American Yard
- Greensheet

The following brochures are available at the Engineering Division Office:

- Do you Know your Watershed?
- Greensheet
- Go Green Personal Pledge

The following brochures are available at the Wastewater Division Office:

- Do you Know your Watershed?

<b>Timetable:</b>	An informational brochure, poster, and news article regarding lawn care have been developed and distributed throughout the Grand, Red Cedar, and Looking Glass River watersheds. They are available from the GLRC Website (see Appendix D).
<b>Responsibility:</b>	City of Lansing in cooperation with GLRC.
<b>Activity No. 13:</b>	Increase volunteer efforts and public participation in reducing pollution and improving water quality throughout the watersheds.
<b>Topic Area #:</b>	1, 3
<b>Target Audience:</b>	Communities and citizens
<b>Messages:</b>	Bring awareness to the public that their efforts are needed in order to improve water quality. Longevity of their efforts can make a difference in our waterways.
<b>Description:</b>	<p>Continue to support volunteer monitoring initiatives within the watersheds and identify/prioritize needed projects. Seek external funding sources, both in kind, grants, and donation from communities and sponsors. In the fall of 2009, the GLRC applied for a Nonpoint Source Surface Water Quality (319) Grant from the Michigan Department of Environmental Quality. The purpose of this grant will be to develop a comprehensive watershed management plan to protect and improve the water quality of the Lower Upper Grand River, including tributaries.</p> <p>Current partnerships include donating funds in 2008, 2009 and 2010 to support Mid-Michigan Environmental Action Council's (MID-MEAC's) volunteer stream monitoring effort, and supplying volunteers for the Children's Water Festival. The GLRC exhibit display also provides an opportunity for volunteers to sign up for clean up efforts in their watershed.</p> <p>The City of Lansing's Go Green! Initiative offers a Go Green! Personal Pledge. This is an effort to get every Lansing Area resident to think and act in ways that reduce their environmental impact. The goal of the Pledge is to empower residents to make a positive change in their communities. It is composed of a personal checklist with 5 simple but effective ways to actively reduce a citizen's ecological footprint. Over seven thousand Lansing-area residents have already taken the pledge and are playing an important role in helping the City to meet its greenhouse gas emission reduction goals.</p> <p>The Go Green! Pledge asks residents to commit to 5 simple things to reduce environmental impact in their area:</p> <ul style="list-style-type: none"> <li>• Strive to use alternative transportation when possible</li> </ul>

- Replace some of the incandescent lighting in their homes with CFLs
- Reduce waste
- Conserve energy
- Recycle

**Timetable:** This is an ongoing effort with MidMEAC and it is anticipated to continue throughout the permit cycle. The local annual Children's Water Festival also utilizes several volunteer student and citizen groups.

**Responsibility:** **City of Lansing** in cooperation with GLRC.

**Activity No. 14:** Riparian vegetation and wetland education

**Topic Area #:** 1, 7, 8

**Target Audience:** Communities and citizens, specifically riparian land owners

**Messages:** Educate riparian land owners about best management practices for them to adopt to improve water quality.

**Description:** Determine the best media to reach riparian landowners and develop a campaign based on municipal experience. Educational brochure and articles are posted on the GLRC website (See Appendix D).

The GLRC is holding a series of presentations on low impact development on the last Thursday of the month, at 2:00 p.m., at the Lansing Township offices. The meeting on June 24 is "Native Plantings & Biodiversity."

The following brochures are available at the City's Operation & Maintenance Division Office:

- New American Yard
- Greensheet

The following brochures are available at the Engineering Division Office:

- Do You Know Your Watershed?
- Homeowners Guide to Low Impact Development
- Developers Guide to Low Impact Development
- Local Government Guide to Low Impact Development
- Protect your property from flooding, save money, and help the environment using Low Impact Development/Each of us can make Mid-Michigan cleaner and greener
- Greensheet
- Go Green Personal Pledge

The following brochures are available at the Wastewater Division Office:

- Do you Know your Watershed?

**Timetable:** Throughout the current permit cycle.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 15:** Youth Education – environmental curriculum.

**Topic Area #:** 1, 2

**Target Audience:** School district officials, students, parents

**Messages:** Educate our youth about how the importance of water quality and how to reduce pollution, increase pollution prevention practices.

**Description:** Maintain database of school districts and contact list of teachers. Continue to notify local school districts about the free MDNRE curriculum: Michigan Environmental Education Curriculum Support. Maintain this information on GLRC website. Work with teachers one on one and with schools to implement curriculum. Continue working with the Grand Learning Network on place-based education efforts. The City participates through its participation in the GLRC Committees.

In 2009, the City of Lansing gave a rain garden presentation to students at Willow School and discussed rain garden design and installation with a teacher at Lewton School.

The City's Go Green! Initiative offers a Green Schools program that gives the qualifying school a State Green School designation. To qualify, a school must participate in 10 of the following activities:

1. The school recycles paper.
2. The school reuses its magazines and newspapers for other projects and recycles the scraps.
3. The school has adopted an endangered species animal from 1 of several organizations and posted a picture of the animal in a main traffic area.
4. The school media center updates its print and nonprint ecological materials regularly.
5. An energy savings program has been instituted at the school.
6. Students at the school participate in a planned program of energy savings, including dusting coils on cafeteria refrigerators, placing film on windows, setting hot water heaters 1 degree lower, seeing how plants and trees strategically placed can save energy for the school, and checking proper inflation in bus tires and other school vehicles once a month.
7. The school has hosted a visit by an ecological spokesperson, a representative of an environmental organization, a local



government official, an endangered animal species show, or a similar presentation.

8. The school has a birdhouse habitat project.
9. The school has established a natural Michigan garden project with native plants.
10. The school has solar power presentations or experiments, such as a solar cookout.
11. Classes do energy audits of their classrooms and make improvements, such as placing film on windows, caulking windows, or using kits to make windows more energy efficient.
12. The school has a printer cartridge recycling program through which the school earns money by selling the cartridges to 1 or more companies that buy cartridges from schools.
13. The school recycles batteries and has designated a representative to return them to an appropriate recycling program.
14. The school recycles cellular telephones and receives money for the telephones from recycling companies that work with schools.
15. The school observes Earth Day in some way in April.
16. Art classes at the school have a poster contest to support ecology concerns and a school wide display in conjunction with Earth Day activities.
17. The school has science class projects in which students do several home energy improvements, such as turning down hot water heaters, installing home window insulation kits, cleaning coils on home refrigerators, and installing draft guards for doors.
18. The school has an ecology club, whose activities include projects such as helping senior citizens make their homes more energy efficient, putting in new furnace filters, caulking windows, cleaning refrigerator coils in homes, and setting water heaters 1 degree lower.
19. The school's classes visit internet sites where clicking saves rainforest habitat and teachers document the students' efforts.
20. The school sets a goal of 5% less energy usage in the school and works with local power utilities to see progress toward the goal.

The following schools are members: Woodcreek Magnet School, Wexford Montessori Magnet School, Cumberland, Post Oak, Resurrection Catholic School, Forest View Elementary Beekman Center, Cole Academy, Capital Area Academy, and Lewton Elementary.

**Timetable:** Continue throughout the current permit cycle.

**Responsibility:** City of Lansing in cooperation with GLRC.

**Activity No. 16:** Develop a "tag line" to be used in multi media materials.

**Topic Area #:** 1, 2, 4, 5, 9

<b>Target Audience:</b>	Communities, citizens, businesses
<b>Messages:</b>	Tag line created “It all ends up in the Grand River” to promote pollution prevention and water quality awareness.
<b>Description:</b>	The universal line will continue to be used through many multi-media avenues including billboards, social networking sites, website, etc.
<b>Timetable:</b>	Currently in place, ongoing activity.
<b>Responsibility:</b>	<b>City of Lansing</b> in cooperation with GLRC.
<b>Activity No. 17:</b>	Design information display table for GLRC member administrative building lobbies and as an exhibit and for community events.
<b>Topic Area #:</b>	1, 2, 4, 7
<b>Target Audience:</b>	Communities, citizens, businesses
<b>Messages:</b>	Our actions affect our local watersheds, now is the time to protect our local rivers and streams.
<b>Description:</b>	The display is used at many local events including the Quiet Water Symposium, Adopt A River, Lawn Care Events, and many individual community events. Brochures, stickers, bookmarks, etc. are used with the display. GLRC members use the display in their local libraries, lobby, etc. Interested parties also have the opportunity to sign up for volunteer work in watershed. In 2009 the City staffed this booth at the Adopt-A-River event in September. In 2010, the City staffed this booth at the Greener Delta event.
<b>Timetable:</b>	Currently in place, ongoing activity.
<b>Responsibility:</b>	City of Lansing in cooperation with GLRC.
<b>Activity No. 18:</b>	Use “tag line” for billboard and newsprint advertising.
<b>Topic Area #:</b>	<b>1, 2, 4, 5</b>
<b>Target Audience:</b>	Community, citizens, businesses
<b>Messages:</b>	To promote our website and the tag line: “It all ends up in the Grand River”. Promotes pollution prevention and water quality awareness and provides an opportunity for many educational topics listed on our website.
<b>Description:</b>	The graphic is used for the billboard and newsprint ads in the local community newspapers for several weeks at a time.



<b>Timetable:</b>	It is anticipated that the billboard can be on display for a minimum of 60 days, 5 locations in the urban area each year. This is a minimum (and current) level of exposure that is anticipated. Newspaper ads will be purchased as revenue allows. So far in March and April, 2010, 5 billboards were on display in the area.
<b>Responsibility:</b>	City of Lansing in cooperation with GLRC.
<b>Activity No. 19:</b>	Update and maintain GLRC website and social networking sites.
<b>Topic Area #:</b>	1, 2, 3, 4, 5, 6, 7, 8, 9
<b>Target Audience:</b>	Community, citizens, businesses, local governments
<b>Messages:</b>	Protect our rivers, streams, lakes, community.
<b>Description:</b>	The GLRC website hosts educational materials related to everything listed in this plan, including a specific section for PEP materials (brochures, newsletters, etc.). Social networking sites are used to promote environmental events, meetings, ideas about pollution prevention and water quality protection.
<b>Timetable:</b>	Currently in place, ongoing activity.
<b>Responsibility:</b>	City of Lansing in cooperation with GLRC. City of Lansing's CSO website is linked directly to the GLRC website.
<b>Activity No. 20:</b>	Pet waste reduction signage at municipality's parks and trails.
<b>Topic Area #:</b>	1, 4
<b>Target Audience:</b>	Community and citizens
<b>Messages:</b>	Picking up pet waste helps reduce pollution (nutrients and pathogens) in our local rivers and lakes.
<b>Description:</b>	Signs have been placed at many parks and river/walking trails.



<b>Timetable:</b>	84 signs have been purchased and erected, will continue to maintain them. The City of Lansing maintains 18 signs.
<b>Responsibility:</b>	<b>City of Lansing</b>
<b>Activity No. 21:</b>	Youth Education – Children’s Water Festival.
<b>Topic Area #:</b>	1, 2, 3, 6
<b>Target Audience:</b>	Students, parents, teachers
<b>Messages:</b>	Educate our youth about how the importance of water quality and how to reduce pollution, increase pollution prevention practices.
<b>Description:</b>	The Children’s Water Festival focuses on groundwater protection but includes many topics related to surface water protection as well. The festival is an annual one-day free event for 4, 5, 6 graders. The festival is in its 15 <sup>th</sup> year and has educated nearly 30,000 students thus far. TCRPC coordinates this event separately from the GLRC but permittees do participate. For the May 13, 2010 event, the City paid to have Swish—the City’s CSO/environmental mascot—attend the event. Also, one City staff member gave rain garden presentations.
<b>Timetable:</b>	Annual event
<b>Responsibility:</b>	The City of Lansing in cooperation with TCRPC and the GLRC. The City sends volunteers to help staff the event.
<b>Activity No. 22:</b>	Presentation series on Low Impact Development (LID) Techniques.
<b>Topic Area #:</b>	7, 8, 9
<b>Target Audience:</b>	Communities, elected officials, government staff, developers, contractors, citizens

<b>Messages:</b>	Learn about building/development techniques that support infiltration on-site, water quality improvements and pollution prevention.												
<b>Description:</b>	<p>Educational presentations on LID techniques. The first round of presentations began this year, and held on at 2:00 p.m. on the last Thursday of the month at the Lansing Township office. Topics reviewed thus far or are scheduled include:</p> <table> <tr> <td>Grey Water Systems</td><td>February 28, 2010</td></tr> <tr> <td>Pervious Concrete</td><td>March 28, 2010</td></tr> <tr> <td>Logistics of Starting a RainBarrel &amp; Composting Program</td><td>April 29, 2010</td></tr> <tr> <td>Towar Gardens, Lessons Learned</td><td>May 27, 2010</td></tr> <tr> <td>Native Plantings &amp; Biodiversity</td><td>June 24, 2010</td></tr> <tr> <td>Salt Best Management Practices</td><td>Fall 2010.</td></tr> </table>	Grey Water Systems	February 28, 2010	Pervious Concrete	March 28, 2010	Logistics of Starting a RainBarrel & Composting Program	April 29, 2010	Towar Gardens, Lessons Learned	May 27, 2010	Native Plantings & Biodiversity	June 24, 2010	Salt Best Management Practices	Fall 2010.
Grey Water Systems	February 28, 2010												
Pervious Concrete	March 28, 2010												
Logistics of Starting a RainBarrel & Composting Program	April 29, 2010												
Towar Gardens, Lessons Learned	May 27, 2010												
Native Plantings & Biodiversity	June 24, 2010												
Salt Best Management Practices	Fall 2010.												
<b>Timetable:</b>	Currently in place, ongoing activity												
<b>Responsibility:</b>	The City of Lansing in cooperation with GLRC. City employees attend many of the events.												

## PLAN FOR EVALUATING IMPACTS

The GLRC conducted a water quality survey during the Fall of 2006. The purpose of the survey was to provide a benchmark to gauge the effectiveness of regional and local public outreach campaigns on water quality issues in the Greater Lansing Region. A four-page survey and cover letter were mailed to a stratified random sample of 1,800 households in the Greater Lansing region, which includes the Looking Glass, Red Cedar and Grand River watersheds; 600 households were selected at random from each of the three watersheds. Approximately 10 days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 1,800 households in the Greater Lansing Region that received a survey, 403 households returned the survey by mail and 273 completed the survey by phone for a total of 676 completed surveys.

The survey results provided a baseline for evaluating the effectiveness of regional and local water quality initiatives over time. These results will be used by the GLRC and other organizations in the region to implement public education programs to meet federal stormwater regulations. Overall, this survey shows that residents are concerned about the quality of the rivers and lakes in Greater Lansing Region. The survey points out that while many residents understand that their actions at home affect water quality, more education is needed. Most importantly, there is a willingness in the Greater Lansing Region to make some adjustments in daily habits to protect the water resources. Thus, there is value added in protecting water quality that can be achieved with public education efforts that tap the "willingness" to help expressed in this survey.

Since a baseline for evaluating the effectiveness of current (and past) water quality initiatives has been completed, an additional survey will need to be executed to see the level of progress that has been achieved in the region. This will be completed towards the end of the permit cycle to evaluate progress within the longest time frame possible. GLRC members will pay approximately \$30,000 for the survey. Survey costs are calculated according to the Memorandum of Understanding: 50% of the cost is split equally among members and the

remaining 50% is divided based on population (excluding the counties and school districts). It is anticipated that the survey will be conducted during the first and second quarter of 2012. This will allow for the results to be included in the watershed management update, which will be completed by July 2013.

Additional evaluation mechanisms are essential to gauge implementation status and assess the effectiveness of the overall program. Identification of quantifiable measures provides both measurability and accountability within the program. These mechanisms are described in Appendix B.

## Appendix A: Public Education Program Committee and Permittee Action Plan

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Youth Education	1A	1	Develop database of school districts and contact list of teachers. Contact DEQ for their curriculum dissemination strategy	PEP Com	N	On-Going	Long Term	Maintain	Contact list distributed to Permittees	Completed
Youth Education	1A	2	Conduct information and educational presentations to school boards on stormwater and MDEQ Water Quality Curriculum.	PEP Com	N	On-Going	Long Term	Maintain	Number of School districts promoting curriculum	Provided educational presentation to school districts
Youth Education	1A	3	Purchase curriculum and distribute to School Administrators/ Teachers. Post to GLRC Public Web Site.	PEP Com	N	On-Going	Long Term	Maintain	No. of watershed curriculum purchased and distributed.	Provided curriculum information to school districts (no need to purchase)
Youth Education	1A	4	Work with teachers one on one and with schools to implement curriculum	PEP Com	N	On-Going	Long Term	Upon request	Teachers implementing curriculum in their classroom.	Continue to provide notices of training for teachers on curriculum
Youth Education	1A	5	Work to link Project Green and the children's water festival to MDEQ water quality curriculum to broaden and deepen program (e.g. Okemos School District program)	PEP Com	N	On-Going	Long Term	Annually	No. of schools participating in Project Green and MDEQ Curriculum.	Completed - many stormwater management educational sessions have been added

**Comment [JD1]:** Add dates to this, first written and revised dates, or at very least the last revision date.

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Youth Education	1A	6	Provide (or coordinate presentation by others) classroom presentations on water quality related topics to local educational institutions	Permittees	N	On-Going	Long Term	Upon request	No. of students presented to and no. of presentations made.	City wish list item.
Youth Education	1A	7	Conduct, participate in or support local water festivals or open houses that include watershed education activities	Permittees	N	On-Going	Long Term	Annually	No. of students attending the festival	
General Public Education	1B	3	Solicit and train volunteers for curb markers	Permittees	N	On-Going	Long Term	As Needed	No. of participating volunteers for each permittee.	
General Public Education	1B	4	Purchase and install curb markers and door hangers in targeted community locations.	Permittees	Y	On-Going	Long Term	As Needed	No. of curb markers and door hangers installed each permittee.	* ICDC committed to installing markers if purchased by others
General Public Education	1B	5	Compile/Track all Curb Marker Locations and door hanger responses in watershed.	Permittees	N	On-Going	Long Term	Annually	Map area of watersheds marked. No. of Phone calls received in response to door hangers.	
General Public Education	1B	6	Install watershed awareness road signs	Permittees	Y	On-Going	Long Term	Upon request	No. of signs installed by each permittee.	



Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
General Public Education	1B	7	Work with a local advertising firm to develop a stormwater tagline for use in various printed materials.	PEP committee	N	Apr-08	Apr-13		Track the use of the tagline in printed materials	Completed: "It all ends up in the Grand River"
Adopt-a-River Program	1C	1	Work with participating organizations to promote and participate in Adopt-A-River program activities.	PEP Com	N	On-Going	Long Term	Annually	No. of volunteers that participate in the program.	Completed: Semi-annually provide template newsletter article to GLRC members
Riparian Vegetation and Wetland Education	1D	1	Identify municipal locations as candidates to install riparian buffer preservation (no mow). Mark selected areas.	Permittees	Y	Apr-08	Apr-13		Estimate No. of acres of municipal property protected by riparian buffers	
Riparian Vegetation and Wetland Education	1D	2	Install an educational posting within buffer to create a demonstration project and explain and promote the practice of Riparian Buffer BMPs and the reestablishment of native vegetative species.	Permittees	Y	Apr-08	Apr-13		No. of signs installed by each permittee.	Action pending.
Riparian Vegetation and Wetland Education	1D	3	Determine best media to reach riparian landowners and develop campaign based on municipal experience.	PEP Com	N	Apr-08	Apr-13			Developing riparian owner brochure and will help disseminate the WQ report from the Habitat & Rec Committee
Riparian Vegetation and Wetland Education	1D	4	Develop and maintain a list of riparian land owners.	Permittees	N	Apr-08	Long Term	Maintain	List developed. Frequency of updates.	City wish list item.

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Riparian Vegetation and Wetland Education	1D	5	Provide the riparian landowners with educational materials emphasizing protecting and managing the riparian corridor.	Permittees	Y	Apr-08	Long Term	Annually	No. of Brochures distributed by each permittee.	
Homeowner Education	1E	1	Summarize existing homeowner education efforts in the watersheds and develop a plan to address the gaps	PEP Com	N	On-Going	Long Term		A summary of program partnerships developed	Completed - posted information to GLRC website & continue to promote recycling activities
Homeowner Education	1E	2	Locate or create additional homeowner information packet (for example brochures and/or tip cards) for distribution; potentially use advertising to fund printing costs.	PEP Com	N	On-Going	Long Term		No. of packets printed. No. of packets distributed to each permittee.	Completed - Have developed car washing, pet waste, fertilizer, motor oil brochures & posters
Homeowner Education	1E	3	Distribute materials to homeowners and environmental organizations.	Permittees	Y	On-Going	Long Term	As Needed	No. of brochures/tip cards/packets distributed to individual homeowners by each permittee.	
Homeowner Education	1E	4	Conduct a discussion/survey to evaluate success of information distributed. Refer to Section 9.	PEP Com	N	Apr-08	Long Term	Each permit cycle	Evaluate success in changes from information distributed and determine changes needed for future packets.	Have completed baseline assessment survey to steer public education campaign - drafted cost estimate for survey update in 2012.
Homeowner Education	1E	5	Post results and information on GLRC Public Web Site. (Obj 1f)	GLRC Crd	N	Apr-08	Long Term	Continuously	No. of downloads of information.	Completed

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Web Site Education	1F	1	Maintain and improve the www.mywatersheds.org website through the GLRC	GLRC Crd	N	On-Going	Long Term	Continuously	NA	Ongoing
Web Site Education	1F	2	Update the www.mywatersheds.org website with watershed wide educational material, watershed monitoring results, permit information and meeting information for the various committees of the GLRC. Include links to all community Web sites.	GLRC Crd	N	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site	Ongoing
Web Site Education	1F	3	Update Permittee specific web sites with community specific educational material for public viewing and reproduction as well as mechanisms for public input and involvement. Include links to the www.mywatersheds.org Web sites.	Permittees	Y	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site	
Public Participation	1G	1	Establish a network of volunteer monitoring initiatives within the watersheds (e.g., MiCorps, Looking Glass River volunteers, etc), and identify/prioritize needed projects.	PEP Com	N	On-Going	Long Term		No. of projects chosen.	Working with the Habitat & Rec Committee who supports a portion of MidMEACs Volunteer Stream Monitoring program
Public Participation	1G	2	Seek external funding sources (both in kind, grants, and donations from communities and sponsors).	PEP Com	N	On-Going	Long Term		No. of grant(s) received.	Ongoing

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Public Participation	1G	3	Implement chosen projects; supply volunteer labor toward field projects.	PEP Com	N	Apr-08	Long Term		No. of volunteers and No. of projects implemented.	Solicit volunteers for the Children's Water Festival; connect volunteers with existing community public works projects
Public Participation	1G	4	Encourage participation of communities within the watersheds that are not required to have a Certificate of Coverage and to areas outside the present watershed boundaries.	PEP Com	N	Apr-08	Apr-13		No. of participating communities outside of the watershed boundary or without a COC	Ongoing - some outlying communities attend GLRC meetings regulary; email notifications on relevant water quatliy improvement information is provided for the entire region
Update Public Education Plan	1H	1	Compare existing plan with objectives and actions from Goal 1 of this WMP.	PEP Com	N	On-Going	Long Term	Each permit cycle	NA	Will complete update for SWPPI submittal to DNRE July 1, 2010
Update Public Education Plan	1H	2	Update PEP to reflect objectives and actions presented in this WMP and present the information to the Permittees.	PEP Com	N	On-Going	Long Term	Per COC	NA	Will complete update for SWPPI submittal to DNRE July 1, 2010
Update Public Education Plan	1H	3	Submit revised PEP to MDEQ.	Permittees	N	On-Going	Long Term	Per COC	Submitted revised PEP	

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Business Education	11	1	Develop a listing of businesses through a watershed wide focus group. Include private salt appliers, restaurants, and automobile service stations.	Permittees	N	Apr-08	Apr-13		NA	City wish list item.
Business Education	11	2	Work with Central MI Sustainable Business Forum (CMSBF) to identify companies that conduct their business in an environmentally responsible way. Mid-MEAC and Chamber of Commerce are starting point.	PEP Com	N	Apr-08	Apr-13		List of sustainable businesses, presentations to CMSBF and others.	Researched CMSBF
Business Education	11	3	Develop educational informational for businesses. Such as a Tour of Environmentally Friendly Businesses, Dumpster Stickers, Industry Certifications, and Presentations. Consider requiring permit for private salt appliers.	PEP Com	N	Apr-08	Apr-13			Link to Urban Option and US Green Building Council on GLRC website
Business Education	11	4	Distribute educational information to businesses	Permittees	Y	Apr-08	Long Term	As Needed	No. of brochures distributed. Survey businesses to measure a change in attitude.	

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Newsletter Articles	1J	1	Write a series of newsletter articles dealing with stormwater issues for print in community newspapers. Reprint periodically.	PEP committee	N	Apr-08	Apr-13		No. of articles written and published in community newspapers	Completed
Area Watershed Map	1K	1	Design a map of the Greater Lansing Area watersheds with the urbanized boundaries depicted for use in various printed materials	PEP committee	N	Apr-08	Apr-13		Track the use of the map in printed materials.	Completed
Traveling display	1L	1	Design and print a Greater Lansing Area stormwater display for use by GLRC permittees	PEP committee	N	Apr-08	Apr-13		Track the use of the display by Permittees	Completed
Stormwater Training Program	1M	1	Host and record at least one stormwater training program for rebroadcast on public access television	PEP committee	N	Apr-08	Apr-13		Track rebroadcast of the training event on public access television	???
Billboard Display	1N	1	Work with a local advertising firm to develop a stormwater billboard.	PEP committee		Apr-08	Apr-13		No. of billboards posted in the Greater Lansing Area	Completed - continued as funding allows
Trash and Debris in River	7I	1	Coordinate with existing river clean-up programs to identify new locations and extend programs to other portions within the watershed.	PEP Com	N	On-Going	Long Term	Annually		Promote Adopt-A-River on GLRC website and GLRC members are encouraged to promote

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Trash and Debris in River	7I	2	Meet with MSU, school districts, chamber of commerce, parks and recreation department, and O & M departments to coordinate public service following community events.	PEP Com	N	On-Going	Long Term		No. of clean-up events. No. of volunteers. Qty of trash collected.	Provided information to GLRC members regarding events to remove trash & debris
Trash and Debris in River	7I	3	Clean up trash and debris on municipally owned property along water bodies	Permittees	N	On-Going	Long Term	As Needed	Amount of debris removed; length and % of river cleaned; no. of volunteers participating per each permittee.	
Agricultural Annual Meetings	9B	1	Coordinate with the Conservation District to incorporate annual community meeting on agricultural practices into their annual meeting.	PEP Com	N	Apr-08	Long Term		No. of people attending	Have had minimal discussions
Agricultural Annual Meetings	9B	2	Set annual goals during each meeting and review progress made on previous years goals.	PEP Com	N	Apr-08	Long Term		No. and % of annual goals completed previous years and no. set for next year.	
WMP Updates	10A	3	Update Section 5 (Community Outreach) and the appropriate action/evaluation items of the WMP as needed	PEP Com	N	Apr-08	Apr-13		Updates completed and frequency of reviews and updates.	Will be updated according to COC - April 2013

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
WMP Updates	10A	7	Incorporate revised information from the Committees into the WMP and review and revise the complete WMP as needed. Update the action plan schedule for the next permit cycle. Submit the revised WMP to MDEQ.	GLRC	N	Apr-08	Apr-13	Per COC	Plan update submitted to MDEQ	Will be updated according to COC - April 2013
WMP Updates	10A	8	Review, revise, and approve WMP updates as appropriate. Disagreements with significant components of the WMP will be documented.	Permittees	Y	Apr-08	Apr-13	As Needed	Plan update completed and agreed to	Will be updated according to COC - April 2013



## Appendix B: Evaluation Mechanisms for Public Education Plan

Evaluation Mechanisms	Eval No.	Action No	Action	Lead Agency	Begin By	Complete By	Comment	Material Cost Estimate	Labor Hour Estimate	Comments - Activity
Public Awareness Assessment	3	1	Develop a Public Awareness Assessment and provide opportunity for communities to review.	PEP Com	Apr-08	Apr-13		none	40 to 200 hours	Completed
Public Awareness Assessment	3	2	Develop an assessment sampling methodology	PEP Com	Apr-08	Apr-13		none	40 to 200 hours	Completed
Public Awareness Assessment	3	3	Conduct assessment	PEP Com	Apr-08	Long Term	Repeat every 2 to 5 years	Typical Cost: \$200 per survey		Completed
Public Awareness Assessment	3	4	Evaluate the results and make recommendations for changes .	PEP Com	Apr-08	Long Term	Repeat after each survey	TBD	TBD	Ongoing
Public Awareness Assessment	3	6	Post results to the GLRC Web site.	GLRC Crd	Apr-08	Long Term		none	10 hours annually	Completed
Municipal Staff Training Surveys	4	1	Develop a Staff Training Survey to assess and improve current municipal staff training effectiveness.	PEP Com	Jan-06	Long Term	As-needed	none	20 hours of developing survey	This should be done by community
Student Awareness Survey/Tests	5	1	Develop a Student Awareness Survey to assess student knowledge on watershed awareness in schools using the watershed curriculum identified in Goal 1.	PEP Com	Apr-08	Apr-13		none	20 hours of developing survey	Will complete with CWF
Student Awareness Survey/Tests	5	2	Distribute to School Administrators/Teachers.	PEP Com	Long Term	Long Term		Assume schools pay for reproduction/distribution costs	20 hours of distributing	Will complete with CWF

Evaluation Mechanisms	Eval No.	Action No	Action	Lead Agency	Begin By	Complete By	Comment	Material Cost Estimate	Labor Hour Estimate	Comments - Activity
Student Awareness Survey/Tests	5	3	Work with schools to see that the survey/test is administered.	PEP Com	Long Term	Long Term		none	20 hours of coordinating	Will complete with CWF
Student Awareness Survey/Tests	5	4	Compile/Evaluate results to determine education level and areas of improvement needed in education.	PEP Com	Long Term	Long Term		none	100 hours of compiling and evaluating	Will complete with CWF
Student Awareness Survey/Tests	5	5	Post results to the GLRC Web site.	GLRC Crd	Long Term	Long Term		none	10 hours annually	

## Appendix C: Illicit Discharge and Illegal Dumping Contact Information - GLRC

Greater Lansing Regional Committee

FOR STORMWATER MANAGEMENT

Home

About Us

Member Directory

Report Pollution

Calendar & Events

Implementation Committees

My Watershed

Publications

Low Impact Development

Fishing & Recreation

For Educators

Links

G|L|R|C

Everything we pour on the ground or in the storm drains ends up in our lakes, rivers, and streams. We need your help to keep our watershed clean.

To report suspicious activity, or if you see someone dumping anything but clean water in the storm sewers, streets, rivers, or even on the ground, please contact your local municipal stormwater authority.

For a list of GLRC Representatives and their direct phone numbers please click [here](#).

**\*\*If you feel that the incident is an emergency situation please call 911\*\***

Municipality	Primary Number	After Hours Number
■City of DeWitt	517-669-2441	911(Non-Emergency)
■City of Grand Ledge	517-627-2144	
■City of Mason	517-676-9266	
■Delhi Charter Township	517-694-2136	
■Delta Charter Township	517-323-8540	517-327-1760 (fax)
■DeWitt Charter Township	517-668-0270	
■City of East Lansing	517-337-9459	517-351-4220

35

[Appendix 2](#)

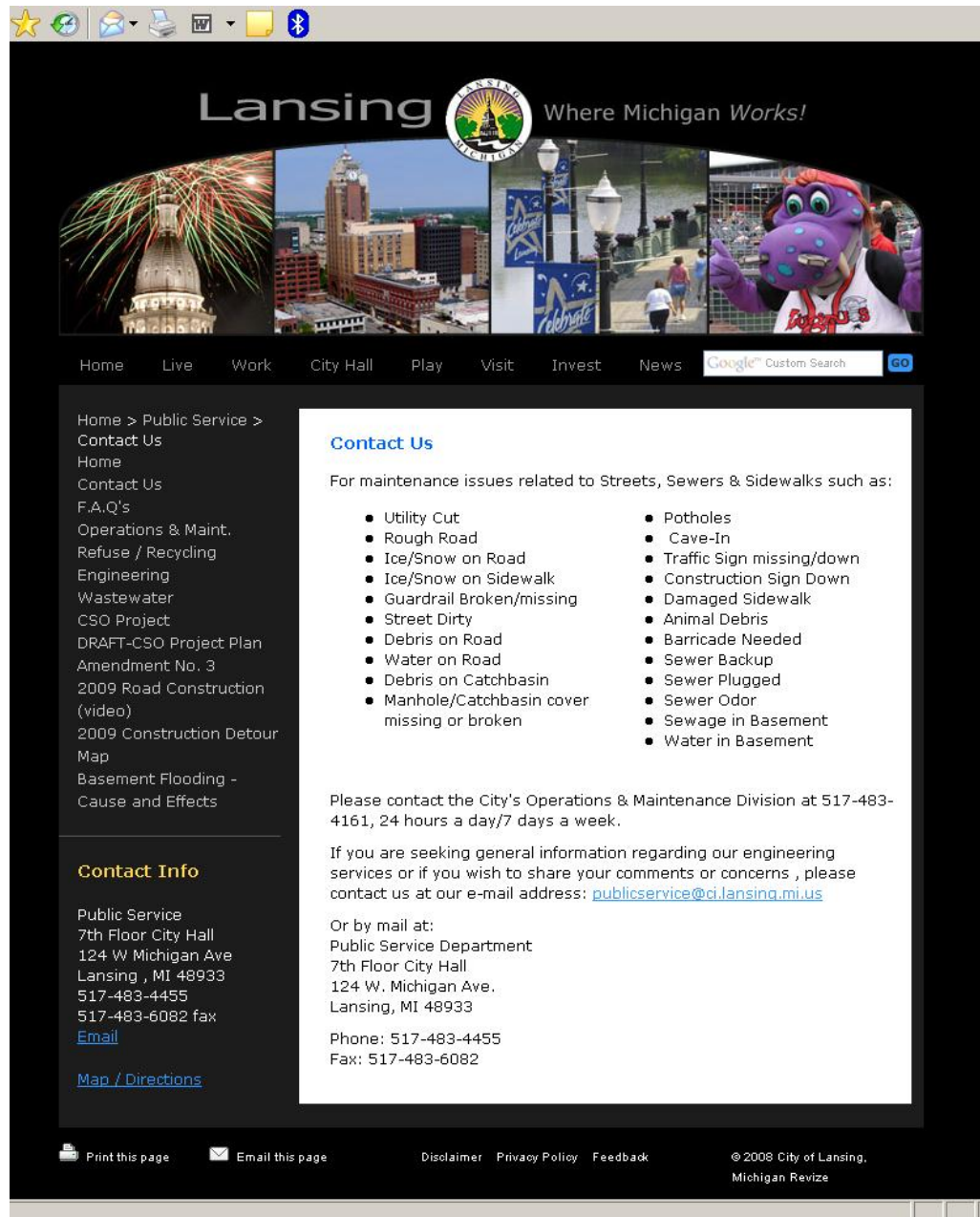
■Lansing Charter Township	517-485-2272	
■City of Lansing	517-483-4161	
■Meridian Charter Township	517-853-4251	
■Oneida Charter Township	517-622-8078	
■Lansing Public Schools	517-755-3036	
■Michigan State University	517-355-6651	
■DeWitt Public Schools	517-668-3160	
■Windsor Charter Township	517-646-0772	
■Clinton County Drain Com.	989-224-5160	
■Eaton County Drain Com.	517-543-3809	
■Ingham County Drain Com.	517-676-8395	


In addition, the Michigan Pollution Emergency Alerting System (PEAS) is a 24 hour hotline managed by the Michigan Department of Environmental Quality. The hotline is used to report environmental pollution emergencies. The PEAS hotline is toll free at (800) 292-4706.

**Other Agencies to Contact Regarding Illegal Dumping or Illicit Discharges:**

Mid-Michigan District Health Department (989) 224-2195 Ingham County Health Department (517) 887-4312  
 Barry Eaton County Health Department (517) 543-2430 Clinton County Department of Waste Management  
 (989) 224-5186 Southern Clinton County Municipal Utilities Authority (517) 669-8311.

## Appendix C: Illicit Discharge and Illegal Dumping Contact Information – City of Lansing



**Lansing**  *Where Michigan Works!*

Home Live Work City Hall Play Visit Invest News

Home > Public Service >  
Contact Us  
Home  
Contact Us  
F.A.Q's  
Operations & Maint.  
Refuse / Recycling  
Engineering  
Wastewater  
CSO Project  
DRAFT-CSO Project Plan  
Amendment No. 3  
2009 Road Construction  
(video)  
2009 Construction Detour  
Map  
Basement Flooding -  
Cause and Effects

**Contact Info**

Public Service  
7th Floor City Hall  
124 W Michigan Ave  
Lansing, MI 48933  
517-483-4455  
517-483-6082 fax  
[Email](#)  
[Map / Directions](#)

**Contact Us**

For maintenance issues related to Streets, Sewers & Sidewalks such as:

- Utility Cut
- Rough Road
- Ice/Snow on Road
- Ice/Snow on Sidewalk
- Guardrail Broken/missing
- Street Dirty
- Debris on Road
- Water on Road
- Debris on Catchbasin
- Manhole/Catchbasin cover missing or broken
- Potholes
- Cave-In
- Traffic Sign missing/down
- Construction Sign Down
- Damaged Sidewalk
- Animal Debris
- Barricade Needed
- Sewer Backup
- Sewer Plugged
- Sewer Odor
- Sewage in Basement
- Water in Basement

Please contact the City's Operations & Maintenance Division at 517-483-4161, 24 hours a day/7 days a week.

If you are seeking general information regarding our engineering services or if you wish to share your comments or concerns, please contact us at our e-mail address: [publicservice@ci.lansing.mi.us](mailto:publicservice@ci.lansing.mi.us)

Or by mail at:  
Public Service Department  
7th Floor City Hall  
124 W. Michigan Ave.  
Lansing, MI 48933  
Phone: 517-483-4455  
Fax: 517-483-6082

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## Appendix C: Illicit Discharge and Illegal Dumping Contact Information – City of Lansing

The screenshot shows the City of Lansing website with a navigation bar at the top containing links: Home, Live, Work, City Hall, Play, Visit, Invest, News, and a Google Custom Search bar. Below the navigation bar is a banner with four images: fireworks, a city skyline, a street scene, and a purple mascot. The main content area is titled "Online Complaint Form" and contains the following sections:

**Home > Contact Us > Complaints**  
Plan & Dev Home  
Home  
Contact Us  
Code Compliance Areas  
Housing Code  
Complaints  
Forms and Fees

**Contact Info**  
Code Compliance  
316 N Capitol Ave  
Suite C-1  
Lansing, MI 48933  
517-483-4361  
517-377-0169 fax  
[Email](#)

**Hours**  
Monday thru Friday  
8am - 5pm  
[Map / Directions](#)

**Online Complaint Form**

**\*Complaint Address (give house number ie 123 Somestreet):**

**\*Type of Problem (select as many as needed)**

<input type="checkbox"/> Tall grass or weeds	<input type="checkbox"/> Front Yard Parking
<input type="checkbox"/> Trash or garbage	<input type="checkbox"/> Appliances or Furniture
<input type="checkbox"/> Dead branches or brush	<input type="checkbox"/> Disabled watercraft/trailer
<input type="checkbox"/> Disabled/Abandoned motor vehicle	<input type="checkbox"/> Other <input type="text"/>

**\*Location of Violation (select as many as needed)**

<input type="checkbox"/> Front Yard	<input type="checkbox"/> Back yard
<input type="checkbox"/> Along Fence	<input type="checkbox"/> Back porch
<input type="checkbox"/> Dumpster	<input type="checkbox"/> Entire Yard
<input type="checkbox"/> Side Yard	<input type="checkbox"/> Side Porch
<input type="checkbox"/> Front porch	<input type="checkbox"/> Vacant lot
<input type="checkbox"/> Garage	<input type="checkbox"/> In driveway
<input type="checkbox"/> Other <input type="text"/>	

**\*If the violation cannot be seen from the street in front of the property, where can it be seen from?**

**Contact Information: (not required)**  
Name:   
Phone:

## Appendix D: Public Education Brochures and Articles – GLRC Website





